

REP HEADLINE# 6368307 TRF# 336335 REP: TEL# 215-564-1206 FAX# 215 564 1103
\$\$\$ MOD# 2: UNAPPROVED REV #2 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT25/12 15.5:
CHANGES ** WPXI-TV **

ADV # 017034 ADV. NAME POLI/E VOGEL/R/SEN/PA REP.# OFF.# 18 SALESMAN #
AGY # 03469 AGY. NAME STRATEGIC MEDIA PLACEMENT BUYER NAME WHITNEY EVERSOLE
7669 STAGERS LOOP SALES PRSN WA- CHERYL BLAIR
DELAWARE, OH 43015

ORDER # CONTRACT # 6368307 CLASS: NATL. LOCAL REGIONAL

PRDCT ELDER VOGEL 10/10 EST#2884 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT10/12 OCT23/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT25/12 15.52

REP: TO NSM/NSA
FR CAITLIN FOR CHERYL
M3-4 OK'D
TTLS 35,775
PLS CONFIRM THX! 10/25

RF

STA:
CON CM

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :
AGENCY ADVERTISER CODE = AGENCY EST# = 2884
AGENCY PRODUCT CODE =

23 S 530A-600A 30 \$550.00 10/22 10/23 1 M-TU 1
PROGRAM : NEWS
ORD COM1 : OFFERS OR PER BUYER
PART OF A MAKEGOOD MADE UP OF LINES 20-23
STATION MAKEGOOD OFFERS:
M3 OK'D BUY#23 MISSED:M-TU/530A-600A OCT23 30S \$550.00 (OCT24/12)
OFFER: NONE
CMT: PLEASE CREDIT. DEB

M4 OK'D BUY#23 MISSED:M-TU/530A-600A OCT23 30S \$550.00 (OCT24/12)
OFFER: NONE
CMT: CONTRACT ENDED. PLEASE ADVISE. DEB

Enote

REP HEADLINE# 6368307 TRF# 336335
 \$\$\$ MOD# 2: UNAPPROVED REV #2 \$\$\$

REP: TEL# 215-564-1206
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET

FAX# 215 564 1103
 HARRIS REPORT FROM REP

OCT25/12 15.52
 *** WPXI-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:

OCT/12 35775.00
 CONTRACT TOTAL 35775.00
 TOTAL SPOTS 44

MARKET TOTALS \$127,155 WPXI 29% KDKA 34% WTAE 24% WPGH 13% CABL 0% WPCW 0% WPMY 0%
 EST

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6368307 TRF# 336335
\$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 215-564-1206
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 215 564 1103
CREDIT RISK !!!
HARRIS REPORT FROM STATION

OCT24/12 11.10
*** WPXI-TV ***

ADV # 017034 ADV. NAME POLI/B VOGEL/R/SEN/PA
AGY # 03469 AGY. NAME STRATEGIC MEDIA PLACEMENT

7669 STAGERS LOOP

DELAWARE, OH 43015

REP.# OFF.# 18 SALESMAN #

BUYER NAME WHITNEY EVERSOLE

SALES PRSN WA- CHERYL BLAIR

ORDER # CONTRACT # 6368307

PRDCT ELDER VOGEL 10/10

EST#2884 COMMENTS: (LINE, ORDER, INVOICE)

CLASS: NATL. LOCAL REGIONAL

FLIGHT DATES OCT10/12 OCT23/12 WK-2

CITY TAX STATE TAX

CO-OP BILLING NEEDED

DATE OCT24/12 11.10

REP: TO JEN
FR LINDSEY FOR CHERYL
M1 OK
TTLS \$36,875
PLEASE CONFIRM, THANKS!

STA:

CON CM

STATION MAKEGOOD OFFERS:

M1 OK'D BUY#17

MISSED: SUN/1135P-1205A
OFFER: SUN/1130P-1235A

CMT: TIME CHG

CMT: SPT ARE BOOKED- THX JEN

OCT14
OCT14

30S \$1,700.00
30S \$1,700.00

(OCT19/12)
PLS ADVISE.

M3 UNRESL BUY#23

MISSED: M-TU/530A-600A
OFFER: NONE

CMT: PLEASE CREDIT. DEB

OCT23

30S \$550.00

(OCT24/12)

CONTRACT TOTAL 36875.00
TOTAL SPOTS 46

Preemption Report - Detailed

Tuesday, October 23, 2012 10:42:40 am

Contract # P/E Type P/E Status Preempted P/E Date
 Sales Person: Telerep/Washington DC, Washington DC
 Contract Number: 336335

Advertiser: Pol/E Vogel/R/SSN/PA (17034)

336335, 25.0, 1 (Manager's) Open 10/22/12 4:00pm 10/23/12 \$550.00
 Pre-empt

Totals for: Pol/E Vogel/R/SSN/PA (17034)

Totals for: 336335

Rate	Times	Len	SPW	M	I	W	T	F	S	S	Station
\$550.00	5:28-04A -Channel 11 News	:30	3	X	X						WPXI
\$550.00	Preempt Count:										1
\$550.00	Preempt Count:										1

M Line Comment
 NEWS 530A-6A/23

Contract Start/End Dat
 10/11/12-10/23/12
 Headline #
 06368307

Close
 Credit

m3